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## Pepsico mulls new range of snackfoods

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Hyderabad: Food and beverage biggie Pepsico India's snackfood division Frito Lay India is munching on plans to create a range of snackfoods under its healthfood brands Quaker Oats and Aliva over the next few months. "We are looking at adding new, serious products designed specially for the Indian consumer under our Quaker Oats brand as well as the recently introduced Aliva brand of crackers over the next three to six months as part of our strategy to give a

consumer," Ruchira Jaitly, executive vice-president (marketing-Frito Lay India). Pepsico India, said on Friday.

Though Jaitly refused to divulge any details on the products in the works, in international markets Pepsico sells, in addition to breakfast cereals, snack bars, rice

snacks, wheat bran, breakfast cookies, grits and tortilla mixes under the Quaker Oats brand. Jaitly, who was in town to unveil four new flavours de-

range of healthy choices to the veloped as part of its consumer initiative and shortlisted from 1.3 million ideas given by consumers, said that with the new flavours the com-

> pany was set to ramp up production at its salty snackfood manufacturing facilities at Kolkata by 30% by July 2010. The company, which claims a lions share of the

nearly Rs 3,000 crore branded salty snack market, of which nearly 50% is accounted for by potato chips, makes salty snacks at its facilities in Punjab, Maharashtra and West Bengal. Buoyed by the quality of Indian potatoes. Frito Lay India is also working on plans to hike sourcing of potatoes from Indian farmers by over three times in the next 3 years or so and also export them.

Pepsico currently has nearly 15,000 farmers under contract farming and sources directly from around 40,000 farmers in states like Punjab, Karnataka, Maharashtra, Madhya Pradesh, Uttar Pradesh, Uttarakhand, West Bengal, Andhra Pradesh as well as Tamil Nadu.

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